

To: Cannon, Phillippa[Cannon.Phillippa@epa.gov]
Cc: Morin, Jeff[Morin.Jeff@epa.gov]; Dibble, Christine[Dibble.Christine@epa.gov]; Hart, Daniel[Hart.Daniel@epa.gov]
From: Orquina, Jessica
Sent: Fri 3/28/2014 11:58:36 AM
Subject: Re: maybe a set for Whiting Oil Spill?

I agree with Jeff & definitely think this would be a good set for Flickr.

How many photos do you have? Please select just the best ones to send us for the set. Around 6 photos is normally good - that way you can show a variety of photos, but the set is still small enough that people are likely to view all the photos.

Please send us the things Jeff mentioned:

Photos (obviously!)

- A name for the set (in this case, it would need to be something that can't be confused with THE "BP Spill" of 2010). What about "Whiting, IN, Oil Spill"?
- A general sentence about the set (include "BP" in here).
- Metadata for each photo such as title, description, date of the photo, and link to more info on EPA.gov if any. Descriptions can repeat some set concepts, like, "A part of the Whiting Oil Spill response included..."

Please write the descriptions in plain language and a first person, plural voice ("we" or "our" not "EPA" or "the agency").

Send everything to James Wade and cc Jeff & I.

Thanks! Let me know if you have any questions!

Jess

Jessica Ann Orquina
Social Media Lead
Office of Web Communications
U.S. Environmental Protection Agency
Email: orquina.jessica@epa.gov
Office: 202-564-0446
Mobile: 202-322-8369

On Mar 27, 2014, at 5:24 PM, "Cannon, Phillippa" <Cannon.Phillippa@epa.gov> wrote:

Thanks, this is helpful.

From: Morin, Jeff
Sent: Thursday, March 27, 2014 4:16 PM
To: Cannon, Phillippa; Dibble, Christine; Hart, Daniel; Orquina, Jessica
Subject: maybe a set for Whiting Oil Spill?

Hi all - also looping in Jessica who manages all our social media stuff. Let's wait for Jessica to respond - she can get any reviews going if needed.

Hi Phillippa, these days I'm our person for Flickr. IMHO your photos sounds like it would be good "set" to createin EPA's Flickr account. If so, for sets we usually need these things:

.

See all our sets:

<https://www.flickr.com/photos/usepagov/sets/>

See this particular "disaster" set for example:

<https://www.flickr.com/photos/usepagov/sets/72157640790478515/>

See this "disaster" photo for example

<https://www.flickr.com/photos/usepagov/12441386635/in/set-72157640790478515>

Hope that helps.

Jeff Morin

Office of Web Communications

US Environmental Protection Agency

w 202-564-6553

From: Cannon, Phillippa
Sent: Thursday, March 27, 2014 4:58 PM
To: Dibble, Christine; Hart, Daniel; Morin, Jeff
Subject: RE: EPA Flickr account

Thanks. We'll follow up on Monday.

From: Dibble, Christine
Sent: Thursday, March 27, 2014 3:55 PM
To: Cannon, Phillippa; Hart, Daniel; Morin, Jeff
Subject: RE: EPA Flickr account

Looping in Jeff. Either Danny or Jeff can help you. Danny is out today and tomorrow.

From: Cannon, Phillippa
Sent: Thursday, March 27, 2014 4:48 PM
To: Hart, Daniel; Dibble, Christine
Subject: EPA Flickr account

Hi, Region 5 has been responding to an oil spill from the BP Refinery in Whiting, Indiana into Lake Michigan this week. One of our PIOs, Francisco Arcaute, is a talented photographer and has taken several pictures – we've used a few on our web page about the response -- <http://www.epa.gov/region5/newsevents/bp-whiting-spill/index.html> -- but we have more uploaded to our Smugmug account. Are these photos something you would be interested in for the EPA Flickr account? If so, how do we get them to you?

Phillippa Cannon

Acting Chief, Web Communications Section

U.S. EPA Region 5

312-353-6218

<http://www.r5intra.epa.gov/Off/ORO/OEC/WCS/index.html>